

DEPARTMENT OF COMMUNITY AND FAMILY MEDICINE
AIIMS BATHINDA

Celebrating
WORLD BREASTFEEDING WEEK

1st to 7th August 2025



The focus is on awareness, education, outreach, capacity-building, and partnerships, aligned with the 2025 global theme:

"Empowering parents, enabling breastfeeding."

Centres under the Department:

CHC Badal

CHC Sangat

DEPT
CFM

Immunization
and NCD
Screening Clinic

UPHC Lal Singh
Basti

Theme: "Support breastfeeding for a healthier planet and future."

Activities planned

Day	Date	Centre	Activity
Friday	1/8/25	CHC Sangat CHC Badal Immunization clinic Community/Institution	<ul style="list-style-type: none"> ➤ Health talk with ASHA/ANM/CHO on “Benefits of breastfeeding and its promotion” ➤ Health education release with QR code ➤ Breast feeding and cancer awareness
Saturday	2/8/25	UPHC Lal Singh Basti Immunization clinic	<ul style="list-style-type: none"> ➤ Health talk on “Benefits of breastfeeding and its promotion” “Breast feeding myths vs facts”
Monday	4/8/25	CHC Sangat	<ul style="list-style-type: none"> ➤ Breastfeeding corner Inauguration ➤ One-to-One Counselling: Lactation support by residents.
Tuesday	5/8/25	CHC Sangat	<ul style="list-style-type: none"> ➤ Healthy baby Competition ➤ Role of family in supporting breastfeeding.
Wednesday	6/8/25	CHC Sangat	<ul style="list-style-type: none"> ➤ Quiz in school
Thursday	7/8/25	CHC Sangat/CHC Badal/UPHC Lal Singh Basti Social Media & and Digital Outreach	<ul style="list-style-type: none"> ➤ Poster competition in school ➤ Short Videos/Reels: Testimonials of breastfeeding mothers.